

Handbook of Marketing Decision Models

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Handbook of Marketing Decision Models

 Springer

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Preface

This handbook presents the state of the art in marketing decision models. The book deals with new modeling areas such as customer relationship management, customer value and online marketing, but also describes recent developments in other areas. In the category of marketing mix models, the latest models for advertising, sales promotions, sales management, and competition are dealt with. New developments are presented in consumer decision models, models for return on marketing, marketing management support systems, and in special techniques such as time series and neural nets. Not only are the most recent models discussed, but the book also pays attention to the implementation of marketing models in companies and to applications in specific industries.

The reader can find short content descriptions of the different chapters of the book in the first chapter.

I am very pleased that we can offer this book. Marketing decision models are important and relevant for everyone in the field of marketing, including those with no specific expertise on this topic. Several subsets of readers can be distinguished for this book (partly overlapping): builders of marketing models, users of marketing models, academics in marketing departments of business schools (and in related departments such as decision sciences and strategy), PhD students, marketing researchers, and consultants.

The book is also designed to cover the substantive content in marketing models courses at the PhD and masters level.

At the completion of this book, my greatest thanks go to the authors of the different chapters. They are world renowned specialists in their areas, people with very busy schedules, and they have taken the time and effort to write their chapters. In this way they provide the opportunity to others to share their expertise. This is a great service to the field.

Second, I want to thank the reviewers. Each chapter was reviewed by two expert-colleagues, and the authors have benefited a lot from their comments and recommendations. A list with the names of the reviewers can be found as an Appendix to this preface.

Next, I want to thank the colleagues who have helped with advice and support during the preparation of this book. There were many of them, but I want to specially thank Gary Lilien (Pennsylvania State University) who has a

lot of experience with writing books on marketing models himself, and Gerrit van Bruggen, my colleague at Rotterdam School of Management, Erasmus University. Both of them were excellent sounding board for ideas. I also want to thank the secretaries of the marketing department at RSM, Annette Bartels and Jolanda Lenstra for their invaluable support during the whole process.

Before setting out to write their chapters for this book, the authors got together in the “Workshop on Advances in Marketing Decision Models” which was held on May 27th, 2006, in Athens (Greece). I want to thank the Marketing Science Institute (Dominique Hanssens, then Executive Director) and the Greek Marketing Academy (George Avlonitis, President) for their support in organizing this workshop.

Finally, I want to mention the excellent cooperation with Fred Hillier, the Editor of the Springer International Series on Operational Research and Management Science, and with all the persons at Springer who put a lot of effort in the preparation, production and marketing of this book: Gary Folven, Carolyn Ford and many others.

The field of marketing decision models started almost fifty years ago and has been booming ever since. I hope that this book will be a useful guide for the next phase of its life cycle, and a source of inspiration for everyone who reads it.

Rotterdam, The Netherlands

Berend Wierenga

Appendix: Reviewers of the chapters for the Handbook of Marketing Decision Models

Kusum Ailawadi, Tuck School of Business, Dartmouth College, USA
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Fred Zyfyden, University of Southern California, USA

Contents

Part I Introduction

- 1 The Past, the Present and the Future of Marketing Decision Models** 3
Berend Wierenga

Part II Consumer Decision Making Models

- 2 Developments in Conjoint Analysis** 23
Vithala R. Rao
- 3 Interactive Consumer Decision Aids** 55
Kyle B. Murray and Gerald Häubl

Part III Marketing Mix Models

- 4 Advertising Models** 81
Peter J. Danaher
- 5 Sales Promotion Models** 107
Harald J. van Heerde and Scott A. Neslin
- 6 Models for Sales Management Decisions** 163
Sönke Albers and Murali Mantrala
- 7 Modeling Competitive Responsiveness** 211
Peter S.H. Leeflang

Part IV Customer-Centric Marketing Models

- 8 Models of Customer Value** 255
Sunil Gupta and Donald R. Lehmann

9	Decision Models for Customer Relationship Management (CRM) . . .	291
	Werner J. Reinartz and Rajkumar Venkatesan	
10	Marketing Models for Electronic Commerce	327
	Randolph E. Bucklin	
Part V Special Model Approaches		
11	Time-Series Models in Marketing	373
	Marnik G. Dekimpe, Philip Hans Franses, Dominique M. Hanssens, and Prasad A. Naik	
12	Neural Nets and Genetic Algorithms in Marketing	399
	Harald Hruschka	
Part VI Industry-Specific Models		
13	Decision Models for the Movie Industry	437
	Jehoshua Eliashberg, Charles B. Weinberg, and Sam K. Hui	
14	Strategic Marketing Decision Models for the Pharmaceutical Industry	469
	Venkatesh Shankar	
Part VII Return on Marketing Models		
15	Models for the Financial-Performance Effects of Marketing	501
	Dominique M. Hanssens and Marnik G. Dekimpe	
Part VIII Implementation, Use and Success of Marketing Models		
16	Marketing Engineering: Models that Connect with Practice	527
	Gary L. Lilien and Arvind Rangaswamy	
17	Advances in Marketing Management Support Systems	561
	Berend Wierenga, Gerrit H. van Bruggen, and Niek A. P. Althuizen	
	Author Index	593
	Subject Index	605
	Biographies	615